



Application

Narrative

Cash Transmittal

Development Standards

The Goldwater

Narrative, Amended Development Standards and Analysis

(December 20, 2018 Rev.)

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Proposal

The proposal is to affirm the new zoning designation of D/DMU (Downtown Mixed Use) from the original D/RH (Downtown Residential/Hotel) designation and add the PBD (Planned Block Development) overlay and the II (Infill Incentive) overlay in order to allow for the development of a 6-floor building on a property with 52,149 square (1.20 acres) feet of net land area. The proposed development would have a mixture of uses including residential, office and restaurant. It would also include predominantly structured parking along with nominal surface parking.

The basic statistical profile of the proposal is as follows:

- Gross parcel size: 101,171.4078 square feet (2.323 acres)
- Net parcel size: 52,156.3591 square feet (1.197 acres) / 52% of gross area
 - (Before abandonment of 4th Street)
- Net parcel size: 53,846.3591 square feet (1.234 acres) / 53% of gross area
 - (After abandonment of 4th Street)
- Total frontage on streets: 1,128 feet (78%)
- Property edge not on street: 320 feet (22%)
- Total property perimeter: 1,448 feet
- Number of dwelling units: 40
- Residential density: 17.47 per gross acre
- Number of dwelling units allowed: 116 (2.323 acres x 50 units per acre)
- Number of guest units: 3
- Area in office use: 4,500 square feet
- Commercial/office use: 2,500 square feet
- Total non-Residential area: 7,000
- Total gross building area: 75,531 square feet
- Number of parking spaces: 112 (see also sheet 02 – Data Sheet)
- Ground level open space: 18,898 square feet (36.23% of net lot area before abandonment of 4th Street / 35.10% of net lot area after abandonment of 4th Street)
- Private open space: 18,850 square feet (472 per dwelling unit)
- Roof top open space: 7,833 square feet
- Pool deck open space: 9,000 square feet
- Combined open space: 54,581 square feet (104.66% of net lot area)
- Proposed building height: 70 feet
- Maximum height pre DMU-2: 66 feet
- Maximum height per PBD: 78 feet

Regarding setbacks, the following is a summary of the various setbacks for the various floor levels of the proposed building (see also drawing #23 – Setback Plans and Chart):

| FRONTAGE | BUILDING / FLOOR | AVERAGE SETBACK PROVIDED | AVERAGE SETBACK REQUIRED | MINIMUM SETBACK PROVIDED | MINIMUM SETBACK REQUIRED |
|-------------------------------|------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Goldwater | | | | | |
| | Main / 1 st | 40.75 ft | 32 ft | 31.50 ft | 24 ft |
| | Main / 2 nd | 44.08 ft | 32 ft | 30.21 ft | 24 ft |
| | Main / 3 rd | 48.65 ft | 32 ft | 29.00 ft | 24 ft |
| | Main / 4 th | 48.65 ft | 32 ft | 27.05 ft | 24 ft |
| | Main / 5 th | 54.45 ft | 32 ft | 27.05 ft | 24 ft |
| | Main / 6 th | 73.48 ft | 32 ft | 27.05 ft | 24 ft |
| | East / 1 st | 33.44 ft | 32 ft | 24.05 ft | 24 ft |
| | East / 2 nd | 33.52 ft | 32 ft | 30.05 ft | 24 ft |
| 70th Street | | | | | |
| | Main / 1 st | 26.09 ft | 26 ft | 21.63 ft | 19 ft |
| | Main / 2 nd | 28.40 ft | 26 ft | 22.17 ft | 19 ft |
| | Main / 3 rd | 35.64 ft | 26 ft | 20.71 ft | 19 ft |
| | Main / 4 th | 35.64 ft | 26 ft | 20.71 ft | 19 ft |
| | Main / 5 th | 34.60 ft | 26 ft | 20.71 ft | 19 ft |
| | Main / 6 th | 56.68 ft | 26 ft | 35.00 ft | 19 ft |
| 4th Street | | | | | |
| | Main / 1 st | 25.81 ft | 25 ft | 20.00 ft | 20 ft |
| | Main / 2 nd | 29.38 ft | 25 ft | 20.00 ft | 20 ft |
| | Main / 3 rd | 28.44 ft | 25 ft | 20.00 ft | 20 ft |
| | Main / 4 th | 28.62 ft | 25 ft | 20.00 ft | 20 ft |
| | Main / 5 th | 44.82 ft | 25 ft | 20.00 ft | 20 ft |
| | Main / 6 th | 40.96 ft | 25 ft | 28.00 ft | 20 ft |
| South Property Line | | | | | |
| | East / 1 st | 28.43 ft | NA | 15.83 ft | 16 ft esmt |
| | East / 2 nd | 33.66 ft | NA | 15.95 ft | 16 ft esmt |

The building reduces in its footprint in a major change between the second and third floor. There is another reduction in the footprint area from the fourth to the fifth floor and finally another major reduction from the fifth to the sixth floor. The east/west extend of the building is reduced by roughly half from the second to the third floor. Above the third floor the building occupies roughly one third of the length of the parcel.

Regarding open space and common area, the following is a review floor by floor (see also drawing #26 – Open Space Plans):

| FLOOR | PRIVATE OPEN SPACE (BALCONIES, PATIOS AND ROOF GARDENS) | COMMON AND ACCESSIBLE OPEN SPACE | COMMON INTERIOR SPACE | LANDSCAPED OPEN SPACE | COMBINED COMMON & OPEN SPACE |
|--------------|--|---|------------------------------|------------------------------|---|
| 1 | 588 sq ft | 5,734 sq ft | 1,361 sq ft | 12,334 sq ft | 20,017 sq ft (38.38 % of net lot area) |
| 2 | 5,577 sq ft | 7,324 sq ft | 2,984 sq ft | NA | 15,885 sq ft |
| 3 | 4,638 sq ft | 2,459 sq ft | NA | NA | 7,097 sq ft |
| 4 | 4,676 sq ft | 2,459 sq ft | NA | NA | 7,135 sq ft |
| 5 | 7,556 sq ft | 2,459 sq ft | NA | NA | 10,015 sq ft |
| 6 | 5,661 sq ft | NA | NA | NA | 5,661 sq ft |
| Totals | 28,696 sq ft (43.60 %) (196 sq ft per guest unit / 563 sq ft per dwelling unit) | 20,435 sq ft (31.05 %) | 4,345 sq ft (6.60 %) | 12,344 sq ft (18.75 %) | 65,820 sq ft (100 %) |

There are a variety of different types of open space and common area included in the proposed development. Slightly over half of the open and common area is common to the entire project, while the remaining substantial area is private open space attached to each unit. This amplifies the extent to which the façade of the building has substantial depth, shadowing and accessible space which will extend the interior space into the external presence of the building and its occupants.

The proposed building has a footprint of 33,032 square feet and therefore covers 63.33% of the net parcel area before abandonment of 4th Street (61.35% of net lot area after abandonment of 4th Street). The remaining parcel area (36.66%) includes parking, area covered by an elevated pool deck, surface parking and landscaped open space. Given the unusual shape of the property, the proposal is for a three-sided building that embodies the curves created by the property shape. This results in a unique building form for the area and creates opportunities for creative design solutions. The building massing also steps down to the south and east, opposite of the two major streets fronting the site.

The dwelling units of the proposed development will not be fully improved with initial construction of the building. The occupants will be able to customize their unit spaces. Nevertheless, it is anticipated that there will be 7 3-bedroom units, 16 2-bedroom units and 17 2 ½ bedroom (den option) units. Unit sizes will tend to be larger in the upper floors.

The following is an analysis of the floor area by floor and as a portion of the net lot area (see also drawing #2 – Data Sheet and Summary):

| FLOOR | GROSS FLOOR AREA PROVIDED | MAXIMUM FLOOR AREA ALLOWED |
|--------------|----------------------------------|---------------------------------------|
| 1 | 12,434 sq ft (.23 FAR) | 19,385 sq ft (.36 FAR) |
| 2 | 18,034 sq ft (.33 FAR) | 19,385 sq ft (.36 FAR) |
| 3 | 15,100 sq ft (.28 FAR) | 17,231 sq ft (.32 FAR) |
| 4 | 15,100 sq ft (.28 FAR) | 17,231 sq ft (.32 FAR) |
| 5 | 9,600 sq ft (.18 FAR) | 13,462 sq ft (.25 FAR) |
| 6 | 5,263 sq ft (.10 FAR) | 5,385 sq ft (.10 FAR) |
| Total | 75,531 sq ft | |

History of Site

The property was originally part of the Scottsdale Grammar School (later Loloma Elementary School) site. This school opened in 1928 and was closed in the 1970s. The school property was acquired by the City of Scottsdale after the school closed and for a time in the 1980s it housed the headquarters for the first local cable TV company and for a very brief time was a remote parking and check-in facility for the former America West airline.

The actual current triangular site was created by the creation of Goldwater Blvd. in circa 1993. The current zoning on the property of D/RH-2 (Downtown Residential/Hotel Type 2) was established by the City of Scottsdale in the late 1980s or early 1990s.

A large portion of the former Loloma School property north of Goldwater Blvd. was rezoned to a PBD (Planned Block Development) in case 2-ZN-2000. This site was not included in that larger master plan case.

The site was effectively created as a specific parcel with the recording of the Loloma II subdivision plat (a one lot subdivision) in October of 2002. The property was sold by the City of Scottsdale in October of 2003.

Regarding the Fourth Street right-of-way, there have been numerous actions taken. The south half was dedicated by the Orange Acres Subdivision in June of 1945. The north half, although being used previously as a road, was dedicated by the Scottsdale Unified School District to the City of Scottsdale in January of 1969. The abandonment which lead to the current cul-de-sac configuration was done through case 1-AB-1994 and recorded in October of 1994.

There has been one case submitted for the site (1-GP-199), but it was withdrawn.

Context of Site

The site is surrounded by a variety of uses and has a unique context and location within the downtown area. Roughly 4/5s of the perimeter of the site is bordered by streets. To the north and northeast is Goldwater Blvd., to the east is Marshall Way, to the south is Fourth Street and to the west is 70th Street. In it unusual for a parcel of this limited size to have such extensive street frontage.

The following table identifies the characteristics of adjacent parcels:

| Direction from Site | Current Use | Zoning | Age of Construction and/or Applicable Cases | Name of Condominium | Size of Property (Net Area) |
|---------------------|---|-------------------|--|--|-----------------------------|
| South | Hotel | C-3 DO | 54-DR-1994 | | 2.47 ac |
| South | Townhomes (14 total units of which 7 access 4 th Street) | R-5 DO(C) | 1980 / 159-DR-1979 | Loloma Cove Condominium (platted in 1980) | .83 ac |
| South | Office | C-3 DO | 98-DR-1980 | | .24 ac |
| Southwest | Townhomes | R-5 DO | 2-ZN-2007 | Z Lofts (Aerium Townhomes) (platted in 2016) | |
| West | Apartments | R-5 DO (12 units) | Built in 1962 / Condominium conversion in 1973 | Four Seasons Condominium | .42 ac |
| West | Apartments | R-5 DO | Built in 1958 / Condominium conversion in 1978 | Park Paradise Condominium | .64 ac |
| Northwest | Landscaping | D/RH-2 DO | | | .24 ac |
| North / Northeast | Vacant | D/OC-2 PBD DO | 2-ZN-2000 | | 3.04 ac |

The adjacent properties range in use from multi-family residential to hotel, office and public uses (see also drawing 5 – Neighborhood Contextual Plan and Sections). The age of adjacent development is also wide ranging from the late 1950s to just a few years ago. Most recent

development in the general vicinity has occurred or is planned to occur south from the site. The great majority of existing development near the site is two-story in height, but newer and planned developments adjacent to on nearby are in the 3 to 5 story height ranges.

The following table describes the distance from adjacent properties to the right-of-way line fronting the proposed development:

| Orientation from Subject Property | Use | Distance from Closest Building(s) to Right-of-way Fronting the Adjacent Property | Distance from Closest Building(s) to Right-of-way Adjacent to Subject Property | Number of Units with Windows Facing the Subject Property |
|--|------------------------------------|---|---|--|
| South | Extended Stay America hotel | 72 feet (to property line) | 88 feet (to proposed building) | 14 hotel rooms face the subject property |
| South | Loloma Cove Condominiums townhomes | 17 feet for west unit / 45 feet for east unit | 68 feet / 144 feet | 2 townhomes |
| South | Office building | 0 feet | 50 feet | (no windows face north) |
| Southwest | Aerium Townhouses | 10 feet | 98 feet | (no windows face directly toward the subject property / there are 4 units with larger windows facing 70 th St and 4 facing north) |
| West | Four Seasons Condominiums | 14 feet | 78 feet | 4 units face 70 th Street – of which 2 units have larger windows and 2 have smaller windows |
| Northwest | Park Paradise Condominiums | 20 feet | 132 feet | No units face directly toward the subject property |

| | | | | |
|-----------------|------------------------|---------|----------|---|
| North Northwest | Villa West Condominium | 30 feet | 210 feet | No units face toward the subject property |
|-----------------|------------------------|---------|----------|---|

There are realistically 4 residential units that have visual exposure to the subject property. Regarding other nearby units, their windows face directions not directed toward the subject property or are relatively small windows. The distances from adjacent residential units range from 68 feet to 210 feet. There are no residential units that share a property line with the subject property. The site in effect is an 'island' in its local context.

The other context of significant relevance to the site is the frontage along the Goldwater Blvd. corridor from Indian School Road south to Osborn Road. Goldwater has been designated a 'couplet' roadway for over 30 years and has special significance in the downtown as well as its own zoning and design standards. In understanding the context of the site in relation to other properties along the corridor, the following analysis has been prepared.

The distance from the centerline of Indian School Road to the centerline of Osborn Road is about 3,420 feet. This is about 2/3's of a mile.

The site is located on the west/southwest side of this corridor. On this side of Goldwater the total frontage by private ownerships, other than the subject site, is about 1,010 feet. The remaining distance is occupied by street rights-of-way or other government owned properties. The subject site has about 510 feet of frontage. In regard to the other privately-owned properties, there are 11 properties with an average frontage of 92 feet, with a range of 34 feet to 132 feet. The existing setbacks from the street right-of-way for buildings along this side of Goldwater ranges from 0 feet to 60 feet, with an average of 13.5 feet. When measured from the existing curb, the setbacks to current buildings range from 10 feet to 70 feet, with an average of 26 feet.

The east/northeast side of Goldwater has somewhat different conditions. On this side there is only 660 feet of developed private property. The remaining distance is either right-of-way or undeveloped land. As a result, there are just 7 parcels to measure existing setbacks on. The amount of frontage for these parcels ranges from 26 feet to 128 feet with an average of 94 feet. When measured from the right-of-way, the existing setbacks range from 0 feet to 27 feet, with an average of 10.3 feet. The setbacks as measured from the existing curb range from 14 feet to 32 feet with an average of 20.1 feet. Of note, the PBD project across Goldwater from the site included amended setbacks from the curb line of 19 and 26 feet.

In terms of driving experience, the proposed development will only be in direct view for those driving south on Goldwater once they have passed Frist Street. The direct view for southbound traffic on Goldwater north of there is down the historic alignment of 70th Street, which will remain open.

Downtown Ordinance

The original Downtown zoning placed on the site was Downtown Residential/Hotel Type 2 (D/RH-2). Later, the Downtown Overlay (DO) district was applied to the property as well. Based on changes made to the Downtown Ordinance in 2012, the D/RH-2 district is now the D/DMU-2 (Downtown Multiple Use) district.

The purposes of the Downtown District include achieving and sustaining vibrant mixed-use pedestrian-oriented neighborhoods, activation of the streetscape and pedestrian connections, provide contextual sensitivity and achieve a high quality and desirable setting for the Downtown area.

Allowed uses in the Multiple Use district without a conditional use permit include: civic and social organization, cultural institution, day care center, dwelling unit, educational service, financial institution, health and fitness studio, hospital, medical diagnostic laboratory, municipal use, office, personal care service, pet care service, place of worship, restaurant, retail, theater, travel accommodation, veterinary service, work/live uses. The proposed development would include dwelling units, offices and a restaurant; all of which are allowed in this district.

D/DMU-2 PBD / II

(NOTE: THE FOLLOWING DEVELOPMENT STANDARDS ARE INTENDED FOR AND APPLICABLE ONLY TO THE PROPERTY CONTAINED WITHIN CASES 4-ZN-2018 & 2-II-2018 REFERRED TO AS “THE GOLDWATER”, LOCATED AT THE SOUTHEAST CORNER OF 70TH STREET AND GOLDWATER BLVD.)

DEVELOPMENT PLAN DEVELOPMENT STANDARDS.

A. BUILDING HEIGHT, GROSS FLOOR AREA RATIO AND DENSITY MAXIMUMS

| Table A.1 Building Height, Gross Floor Area Ratio (GFAR), Density Maximums | | | |
|--|---|---------------------|---|
| SUB-DISTRICT AND DEVELOPMENT TYPE | BUILDING HEIGHT MAXIMUM ⁽¹⁾ | GFAR MAXIMUM | DENSITY MAXIMUM PER ACRE OF GROSS LOT AREA |
| DOWNTOWN MULTIPLE USE – TYPE 2 | 72 FEET | 1.4 | 50 DWELLING UNITS 75 GUEST UNITS |
| NOTE: 1. EXCLUDES ROOFTOP APPURTENANCES SUBJECT TO A MAXIMUM HEIGHT FOR ROOFTOP APPURTENANCES OF 6 FEET, A MAXIMUM COVERAGE OF ROOFTOP APPURTENANCES OF 20% OF THE ROOFTOP AREA AND A MINIMUM SETBACK TO ROOFTOP APPURTENANCES OF 15 FEET. 2. THE BONUS HEIGHT PROVISION OF THE PBD SHALL APPLY TO ANY BUILDING HEIGHT ABOVE 66 FEET. | | | |

B. SETBACKS FROM PUBLIC STREETS, EXCEPT ALLEYS.

1. THE MINIMUM SETBACK FROM PUBLIC STREETS (EXCEPT ALLEYS) IS SHOWN IN TABLE B.1. THE SETBACK IS MEASURED FROM THE BACK OF CURB.

| TABLE B.1. MINIMUM AND AVERAGE SETBACK FOR BUILDINGS ADJACENT TO PUBLIC STREETS, EXCEPT ALLEYS | |
|--|-----------------------------|
| STREET | MINIMUM BUILDING SETBACK |
| GOLDWATER BLVD. | 20 FEET |
| 70 TH STREET | 19 FEET |
| 4 TH STREET | 20 FEET |
| | AVERAGE BUILDING SETBACK |
| GOLDWATER BLVD. | 32 FEET OR MORE |
| 70 TH STREET | 26 FEET OR MORE |
| 4 TH STREET | 25 FEET OR MORE |

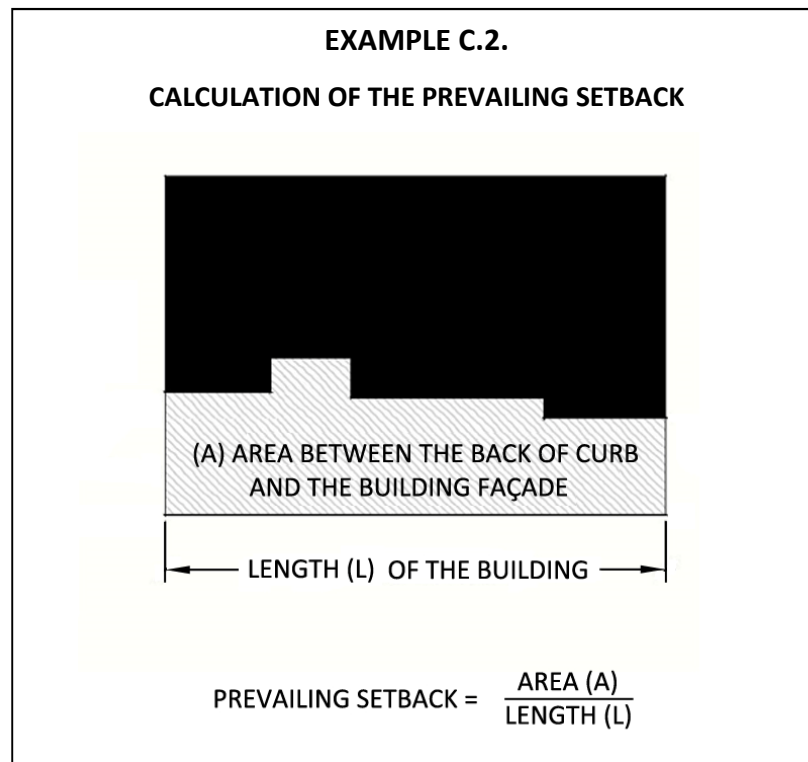
2. THE ADJUSTMENT OF FRONT YARD REQUIREMENTS IN ARTICLE VII. DOES NOT APPLY.
3. THE MINIMUM PARKING AREA SETBACK SHALL BE 10 FEET FROM THE PROPERTY LINE.

C. BUILDING LOCATION.

1. A BUILDING ADJACENT TO A PUBLIC STREET (EXCEPT ALLEYS) SHALL BE LOCATED AS FOLLOWS:
 - A. AT LEAST 25 PERCENT OF THE:
 - I. LENGTH OF THE BUILDING FAÇADE SHALL BE LOCATED WITHIN 8 FEET OF AT THE MINIMUM SETBACK;
 - II. LENGTH OF A BUILDING FAÇADE AT GRADE AND UP TO A HEIGHT OF 56 FEET SHALL BE SET BACK AT LEAST 10 ADDITIONAL FEET; AND
 - III. AREA OF THE BUILDING FAÇADE AT GRADE AND UP TO A HEIGHT OF 30 FEET SHALL BE LOCATED WITHIN 8 FEET OF THE MINIMUM SETBACK.

| TABLE C.1. PREVAILING SETBACKS FOR BUILDINGS ADJACENT TO A PUBLIC STREET (EXCEPT ALLEYS) | |
|---|-----------------------|
| STREET | PREVAILING SETBACK |

2. THE PREVAILING SETBACK IS EQUAL TO THE AREA BETWEEN THE BACK OF CURB AND THE BUILDING FACADE, DIVIDED BY THE LENGTH OF THE BUILDING, AS SHOWN IN EXAMPLE C.2.



C. STEPBACKS.

1. ABOVE A BUILDING HEIGHT OF 56 FEET THE BUILDING SHALL BE SETBACK AN ADDITIONAL 8 FEET OR MORE FROM THE BUILDING FACE BELOW 56 FEET AND ABOVE A BUILDING HEIGHT OF 68 FEET THE BUILDING SHALL BE SETBACK AN ADDITIONAL 22 FEET OR MORE FROM THE BUILDING FACE BELOW 56 FEET.
2. THE MAXIMUM RATIO OF BUILDING AREA TO NET LOT AREA SHALL BE:
 - I. .36 FOR BUILDING FLOORS BETWEEN GROUND LEVEL AND 34 FEET;
 - II. .32 FOR BUILDING FLOORS BETWEEN 34 AND 57 FEET;
 - III. .25 FOR BUILDING FLOORS BETWEEN 57 AND 68 FEET; AND
 - IV. .10 FOR BUILDING FLOORS ABOVE 68 FEET.

D. EXCEPTIONS TO SETBACK, PREVAILING SETBACK AND STEPBACK STANDARDS.

1. EXCEPT AS PROVIDED IN SUBSECTION D.9. BELOW, CERTAIN EXCEPTIONS TO SETBACK AND STEPBACK STANDARDS ARE ALLOWED IF THE DEVELOPMENT REVIEW BOARD FINDS THE EXCEPTIONS CONFORM TO:
 - A. THE DOWNTOWN PLAN AND DOWNTOWN PLAN URBAN DESIGN & ARCHITECTURAL GUIDELINES; AND
 - B. THE SIGHT DISTANCE REQUIREMENTS OF THE DESIGN STANDARDS AND POLICY MANUAL.
2. SUBJECT TO DESIGN APPROVAL BY THE DEVELOPMENT REVIEW BOARD, THE FOLLOWING EXCEPTIONS TO SETBACK AND STEPBACK STANDARDS ARE ALLOWED:
 - a. A MAXIMUM OF SIX FEET FOR CORNICES, EAVES, PARAPETS AND FIREPLACES.
 - b. A MAXIMUM OF THIRTY FEET FOR CANOPIES AND OTHER COVERS OVER SIDEWALKS, BALCONIES AND TERRACES.
 - c. BALCONY WALLS AND RAILINGS WITH A MAXIMUM INSIDE HEIGHT OF 45 INCHES.
 - d. UNCOVERED BALCONIES, UNCOVERED TERRACES AND PATIOS AT AND BELOW GRADE.
 - e. COVERED SIDEWALKS AND UNCOVERED TERRACES DIRECTLY ABOVE A SIDEWALK.
3. SUBJECT TO DESIGN APPROVAL BY THE DEVELOPMENT REVIEW BOARD, IN A TYPE 2 AREA, A MAXIMUM 15 FEET EXCEPTION TO STEPBACK AND SETBACK STANDARDS ABOVE THE FIRST FLOOR (NOT SPECIFIED IN D.2. ABOVE), IS ALLOWED FOR PROJECTIONS THAT:
 - a. ARE LESS THAN 50 PERCENT OF THE LENGTH OF THE SEGMENT OF THE BUILDING FACADE WHERE THE PROJECTIONS OCCUR; AND
 - b. ARE LESS THAN 33 PERCENT OF THE SURFACE AREA OF THE SEGMENT OF THE BUILDING FAÇADE WHERE THE PROJECTIONS OCCUR.
4. SUBJECT TO DESIGN APPROVAL BY THE DEVELOPMENT REVIEW BOARD, AN EXCEPTION TO THE STEPBACK STANDARD IS ALLOWED FOR STAIRWELLS AND ELEVATOR SHAFTS.
5. EXCEPTIONS TO SETBACK OR STEPBACK STANDARDS ARE NOT ALLOWED TO CROSS A PROPERTY LINE; HOWEVER, EXCEPTIONS THAT ENCROACH INTO THE PUBLIC STREET MAY BE ALLOWED, SUBJECT TO THE SCOTTSDALE REVISED CODE.

Allowed development intensity per the Downtown Ordinance standards:

1. Maximum gross floor area:
 - a. Allowed = 1.4 (based on net parcel area)
 - b. As applied: $1.4 \times 53,846 = 75,384$ square feet allowed

- c. As proposed = 7,000 Square feet (11% of total allowed)
- 2. Maximum residential density:
 - a. Allowed = 50 per gross acre
 - b. As applied: $50 \times (101,171 / 43,560 = 2.323) = 116.15$
 - c. As proposed = 40 units (34% of total allowed)
- 3. Summary: The proposed development complies with the allowed intensity and density.

Review of Building Footprint by Floor: The following is a review of the amount of floor plate and/or building footprint for each floor and compares this to the net lot area of the site.

| Floor Level | Building Footprint and/or Total Floorplate | Percent of the Net Parcel Area | Total Enclosed Building Area | Percent of the Net Parcel Area |
|-----------------------|--|--------------------------------|---|--------------------------------|
| Below Grade (parking) | 30,235 square feet | 56.15% | 30,235 square feet | 56.15% |
| 1 | 33,032 square feet | 61.35% | 12,434 square feet | 23.09% |
| 2 | 38,655 square feet | 71.79% | 18,034 square feet | 33.49% |
| 3 | 22,319 square feet | 41.45% | 15,100 square feet | 28.04% |
| 4 | 22,319 square feet | 41.45% | 15,100 square feet | 28.04% |
| 5 | 22,329 square feet | 41.47% | 9,600 square feet | 17.83% |
| 6 | 12,561 square feet | 23.33% | 5,263 square feet | 9.77% |
| Maximum / Total | 38,655 square feet | 71.79% | 75,531 Square feet above ground / 105,766 square feet with basement | 140.27% |

Conclusion: The proposed building has the greatest mass and presence in the first two floors. Above these floors the building mass progressively reduces and the majority of the site area is

open to visual access. The building mass steps back from the east to the west and from the south to the north. In combination with the extensive amount of balcony area (see also drawings 18-20 – Floor Plans), this creates a building form that is visually lighter and more accessible than most recent buildings in the Downtown area.

The amount of building area above the normal 66 feet of building height is only 12,593 square feet (24.1% of the net site area), and as such is a minor part of the site and the maximum building footprint.

PBD Overlay

Purpose of the PBD Overlay: “The purpose of the PBD Overlay District is to allow for development flexibility in the Downtown Area to assist the City in achieving the Downtown Plan, developing more Downtown Area public amenities, and adding land uses that would further promote the Downtown Area as a twenty-four (24) hour community.”

The proposed development will use the flexibility to achieve mixed uses and a building form that achieves the intent of the Downtown Plan, will provide funding to support the creation of local downtown amenities and achieve uses that promote 24-hour occupancy in the downtown area.

PBD Criteria: The PBD Overlay includes various criteria to be used in evaluating PBD proposals. The following is a listing of these criteria and how the proposal responds to them:

| PBD Criteria # | Sub Unit | Language and Response |
|----------------|----------|--|
| A.1 | | (NA) |
| | | Criteria for a PBD Overlay District application in the Type 2 Area: |
| | a. | The Development Plan shall reflect the goals and policies of the Character & Design chapter of the Downtown Plan; |
| | | <i>Response: See the Downtown Plan review below.</i> |
| | b. | The site development standards and building form shall be in conformance with the Downtown Plan Urban Design & Architectural Guidelines; |
| | | <i>Response: See the Design Guidelines review below.</i> |
| | c. | The building form shall reflect the planned character of development within which the development which the development will be located; |
| | | <i>Response: The building form is a creative three-sided response to the unique triangular and curved shape of the site. The site itself serves to transition from an approved and large mixed-use PBD project site to the north to a neighborhood experiencing various redevelopment projects of primarily a residential nature. Being within the Type 2 area, the building fits within the intent to provide modest building heights in the vicinity and is comparable to other recent projects to the south. The building mass will occupy a relatively limited portion of the site and as such will provide more openness than many recent projects.</i> |
| | d. | The Development Plan shall incorporate standards for development within three hundred fifty (350) feet of the Downtown Boundary that address appropriate transitions in building heights between the proposed development and the zoning districts abutting or adjacent to the development; |
| | | <i>Response: The boundary of the designated Downtown area is 285 to the west southwest. The intervening property has been developed with 3-story</i> |

| | | |
|----|---|---|
| | | <p><i>multi-family dwellings that shield the site from any views in the single-family area to the west. There are various other Downtown projects approved and built to the south of the site which include building heights greater than 48 feet. It is anticipated that the future Downtown development to the north across Goldwater Blvd. will have building heights greater than what is proposed on this site. This site therefore is a transitional site between the outlying areas of the Downtown area and the inner core. The building profile as proposed includes a step-down on the southern component and accommodates a transition in that direction. The properties to the south of this site could achieve similar heights and street relationships in the future.</i></p> |
| e. | <p>The Development Plan shall incorporate standards for development in the Downtown Regional Use – Type 2 or Downtown Medical – Type 2 Areas, and within one hundred (100) feet of the Downtown Multiple Use – Type 2 or Downtown Civic Center – Type 2 Areas, that address appropriate transitions in building heights between the proposed development and the Downtown Multiple Use – Type 2 or Downtown Civic Center – Type 2 Areas;</p> | <p><i>Response: The proposed development plan is located within the Downtown Multiple Use – Type 2 area.</i></p> |
| f. | <p>The Development Plan for development within one hundred (100) feet of a Type 1 Area shall incorporate standards that address appropriate landscape materials and transitions in building heights between the proposed development and the Type 1 Area;</p> | <p><i>Response: The site is 945 feet from the nearest Type 1 Area, therefore this does not apply.</i></p> |
| g. | <p>The Development Plan shall incorporate standards for development adjacent to public streets that include sidewalks, pedestrian linkages, building forms and architectural features that address human scale and pedestrian orientation; and</p> | <p><i>Response: The development plan includes ground level pedestrian connections to all street frontages. It also includes shaded patio areas along two frontages (including a dining patio), extensive balconies facing all frontages which encourage visibility of street activity and connect residents to the surrounding setting. There is a continuous shade canopy that wraps the main building and extends to the secondary building to the east, thereby grounding the appearance of the structure and making the first level a dominant feature.</i></p> |
| h. | <p>The pedestrian circulation shall be accessible and easy to navigate, and incorporate open space and pedestrian linkages to the public pedestrian circulation network.</p> | <p><i>Response: There area pedestrian connections to all street frontages and the location of the elevator serving the main building functions as a “crossroads” for this circulation. The sidewalks on the adjacent streets</i></p> |

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| | | <i>extended to the south, east and north. The nearest signalized crossings of Goldwater are to the north at Main Street and to the east at Scottsdale Road, both of which lead into the heart of the Downtown. (see also sheet 24 – Circulation Plan)</i> |
| B. In addition to the criteria used by the City Council to review a zoning map amendment application, the Planning Commission shall make a recommendation to the City Council based on the following applicable criteria | | |
| B.1 | | Standard criteria: |
| | a. | The proposed development supports the land use elements of General Plan and the Downtown Plan. |
| | | <i>Response: The site has been designated for mixed uses. This proposal includes a mix of residential, guest unit, retail and office uses. Furthermore, it would provide uses that support nearby uses, either existing or planned, and would be compatible with future mixed-use project nearby.</i> |
| B.2 | | Criteria to add land uses to Table 5.3005.D., Land Uses for Each Sub-district of the Downtown District. |
| | | <i>Response: NA</i> |
| B.3 | | Criteria to achieve bonus(es): |
| | a. | The proposed Development Plan reflects noteworthy investments to provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives, primarily in the immediate vicinity of the neighborhood where the development will be located. |
| | | <i>Response: The project will essentially rebuild the pedestrian facilities on adjacent street to meet current standards. It will further achieve a mix of uses that benefits nearby employment areas such as West Main Street and the hospital campus. It should allow for traffic reductions in that there are mixed uses on-site, it is near multi-functional transportation systems and it is close to employment centers. Fourth Street will essentially be rebuilt (a street that currently is aging). Drainage from the site will be managed in a way that reduces local flows onto or across adjacent sites. The frontage along Goldwater will be upgraded so that it achieves the visual intent planned and improves the character of the local area. The project will contribute substantial funds in support of public improvements and investment.</i> |

As to the recently amended (1-TA-2018) Planned Block Development (PBD) ordinance provisions, the applicant agrees to comply with the Cultural Improvements Program provisions (see below) and comply with the International Green Code. The final details of the compliance will be determined upon the submittal of final building plans.

Regarding the PBD requirement for the Cultural Improvements Program (Section 6.1309), the actual building construction has not yet been determined so the amount of contribution, which is based on building valuation (one percent thereof), cannot yet be calculated accurately. Based on current rough estimates, the cultural improvement amount likely will be in the range of \$180,000. The applicant is working with an artist on a proposed art element that would be located in the open space island north of the site (northwest corner of 70th Street and Goldwater) and visible from Goldwater Blvd. and would meet or exceed the required amount as identified by ordinance. This art would also provide a gathering place and identity for the local neighborhood. This location is on a property owned by the City of Scottsdale that was also formerly part of the Loloma School property. In this location, the art would be publicly accessible both visually and in person and would be an enhancement for the local neighborhood. (See Attachment B)

Regarding the bonus height contribution, as per the PBD Development Standards, the amount of contribution is:

$$(BH \text{ (Bonus Height)} \times 10,000) \times (1.035^{(CY \text{ (Current Year)} - 2013)}) = CC \text{ (Contribution Cost)}$$

$$(4 \text{ feet} \times 10,000) \times (1.035^{(5)}) = 40,000 \times 1.188 = \$47,507.75$$

This amount may be achieved through a direct cash payment or through a contribution/construction of the rebuilt pedestrian ramps along Goldwater Blvd., a portion of the newly proposed controlled pedestrian crossing across Goldwater Blvd., and/or as additional funding for the proposed public art project. These improvements could qualify under the public open space (Section 7.1200.B.3), Cultural Improvements Program (Section 7.1200.B.4), and/or pedestrian amenities (Section 7.1200.B.6) categories under the Special Public Improvements provisions.

Infill Incentive District

The Downtown Infill Incentive Plan is applicable to the site since the site is within the designated Downtown Infill Incentive District. Among the purposes of the Downtown Infill Incentive Plan are “the flexible application of flexible development standards can be used to encourage the private sector to attain a high level of quality development while at the same time assist in the provision of public amenities and benefits. Thus, establishing and utilizing a variety of tools for new development, redevelopment and infill development that strengthens Downtown’s mix of land uses should be strongly encouraged.”

The proposed development is a creative, high quality development that responds to a difficult site with strong design character and a mix of uses appropriate to the location that bridges and extends the Downtown plan from the core area across a major road. This project will create a strong pedestrian use

The proposed plan addresses the following goals and objectives:

| GOAL / OBJECTIVE | | RESPONSE |
|---|--|---|
| Goal 1: Encourage infill development of vacant parcels, and the revitalization and/or redevelopment of existing buildings in Downtown Scottsdale. | | <i>The subject site is a long vacant, remnant site that was created over 20 years ago and that due to it’s unusual shape and size has been difficult to design and development upon.</i> |
| | Objective 1.1: The provisions of the Downtown Infill Incentive District for a development shall implement the goals, approaches, and policies of the General Plan and Downtown Plan related to infill development of vacant parcels, and the revitalization and/or redevelopment of existing buildings and underutilized properties | <i>As discussed elsewhere in this narrative, the planned development achieves the goals for a mixed-use project in the area, applies unique standards to achieve a development that physically matches the types of development common under the same downtown district, and enhances the pattern of land uses and approved and proposed in the local vicinity.</i> |
| Goal 2: Development shall be composed of complementary and supportive design relationships with the urban neighborhood in which the development is located, with an adjacent neighborhood outside of the Downtown boundary, and consistent with the Downtown Plan. | | <i>The development site relates to future urban development to the north and a patchwork of urban development to the south and southwest. The</i> |

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| | | <p><i>remaining nearby properties are typically remnant of development approaches that well precede the creation of the Downtown Plan. The proposed plan would serve as a transition between more intense urban development to the north and less intense development to the south by placing the greatest building mass on only a portion of the total site, allowing open sky views for over half the frontage along Goldwater Blvd., and by stepping the building height down toward the south. The site is no proximate to the edge of the Downtown Plan area.</i></p> |
| | <p>Objective 2.1: Any new development that is within the Type 1 area, as designated by the Downtown Plan, shall promote a compact urban form and encourage sensitive/compatible infill development and redevelopment.</p> | <p><i>The subject site is not within or next to a Type 1 area.</i></p> |
| | <p>Objective 2.2: Any new development, infill development and redevelopment, that is within a Type 2 area, shall incorporate contextually appropriate transitions to the established development that is the Type 1 area.</p> | <p><i>The subject site is not within or next to a Type 1 area.</i></p> |
| | <p>Objective 2.3: Any new development, infill development and</p> | <p><i>The subject site is not adjacent to or proximate to the Downtown boundary.</i></p> |

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| | redevelopment that is adjacent to the Downtown boundary shall incorporate contextually appropriate transitions to the established development outside of the Downtown boundary. | |
| Goal 3: Development shall be in compliance with the Downtown Plan Urban Design & Architectural Guidelines, and the Scottsdale Sensitive Design Principles. | | <i>The proposed development is in compliance with the guidelines and principles as discussed in this narrative.</i> |
| | Objective 3.1: Any new development in Old Town, Main Street, Fifth Avenue, and Marshall Way-Craftsman Court areas of Downtown shall strictly conform to the character of the area, and the Downtown Plan Urban Design & Architectural Guidelines for Special Districts | <i>The subject site is not within a designated area or special district.</i> |

As a vacant parcel that by its shape and size is difficult to develop in a more traditional manner, the development site warrants the flexibility of the Infill Incentive District. The application uses the flexibility regarding certain setbacks for parking areas but does not use any of the opportunities for fee waivers or expedited development processes and is therefore a relatively minor use of this district. The proposed project does not seek other benefits that could be achieved by this district.

Combined with the application of the Planned Block Development (PBD) overlay, adding the Infill Incentive allows for the revision of the parking setbacks (primarily for the access ramp to the underground garage), the stepbacks (to offset the fact that the site is virtually surrounded by street frontage and has limited dimensions), building height (in large part for access by individual units to the roof gardens attached to them) and the means of calculating the bonus provision for the additional building height (to better reflect the relatively minor extent of the amount of building above the normal standard).

Scottsdale Sensitive Design Principles

The following is a review of the Scottsdale Sensitive Design Principles and how the proposed development addresses them:

| DESIGN PRINCIPLE | RESPONSE |
|--|---|
| 1. The design character of any area should be enhanced and strengthened by new development. | <i>There is no real design theme or character established for the area around the proposed development. Several nearby and older developments have made attempts to achieve a “Mid-Century Modern” character and the proposed project more directly achieves this type of character. It is anticipated that other new developments in the area will also follow this general type of character.</i> |
| 2. Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features. | <i>The proposed development will not intrude in the open corridor that follows the old 70th Street alignment. There are no major vistas as such along the major streets and this site is off to the side. There are no natural features on the site or nearby.</i> |
| 3. Development should be sensitive to existing topography and landscaping. | <i>The site is flat and was a former school yard. The landscaping of the project shall follow the Downtown Design Guidelines and shall include materials appropriate to the site conditions.</i> |
| 4. Development should protect the character of the Sonoran Desert by preserving and restoring natural habitats and ecological processes. | <i>The site is not near any natural desert settings.</i> |
| 5. The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations. | <i>The proposed development shall follow the design guidelines for the Goldwater Blvd. streetscape and enhance what had become deteriorated over the past 20 years. The unique shape of the building along with the depth of its facades will provide a very recognizable and high-quality addition to the Downtown.</i> |
| 6. Developments should integrate alternative modes of transportation, | <i>The proposed development is near the pedestrian rich Downtown core, several</i> |

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| including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community. | <i>cultural centers and amenities and has proximate access to cycling routes and transit services.</i> |
| 7. Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments. | <i>The proposed development shall in effect provide shade and sheltering for pedestrians along Goldwater Blvd. and shall provide multiple access points for its occupants to access local pedestrian routes. Access will also be provided for local residents to proceed from the cul-de-sac to Goldwater Blvd.</i> |
| 8. Buildings should be designed with a logical hierarchy of masses. | <i>The proposed building provides differing building masses that reflect the configuration of the site, provides differing bands and stepbacks as the building rises and will create unique 'found' spaces due to the unusual shape of the site.</i> |
| 9. The design of the built environment should respond to the desert environment. | <i>The site is in an urban, not natural, setting yet responds by providing shading and depth for interior spaces, provides a variety of outdoor living and activity areas and places most of the parking underground where it does not add to the 'heat island' effect.</i> |
| 10. Developments should strive to incorporate sustainable and healthy building practices and products. | <i>The building shall incorporate durable and lasting materials and use efficient building system.</i> |
| 11. Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region. | <i>The landscape design will incorporate mature plant materials and quality hardscape materials that follow the appropriate guidelines and site conditions. (see also drawing 41 – Landscape Plan)</i> |
| 12. Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants. | <i>There are no native plants on or adjacent to the site. (Also, see above.)</i> |
| 13. The extent and quality of lighting should be integrally design as part of the built environment. | <i>Virtually all exterior lighting shall be by recessed lights in overhangs above patios and balconies, and therefore integrated into the building.</i> |
| 14. Signage should consider the distinctive qualities and character of | <i>The future signage is planned to orient to Goldwater Blvd. and away from nearby</i> |

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| the surrounding context in terms of size, color, location and illumination. | <i>residential areas. The signage will be integrated into the design and mass of the building.</i> |
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General Plan

Land Use Element

The site is located within the “Mixed-Use Neighborhoods” designation for Downtown Scottsdale on the “Conceptual Land Use Map”. Mixed-Use Neighborhoods are defined as **“areas with strong access to multiple nodes of transportation and major regional access and services, and have a focus on human scale development. These areas could accommodate higher density housing combined with complementary office or retail uses or *mixed-use structures with residential above commercial or office. The Downtown area, some areas of the DC Ranch development, areas in the Pima Freeway corridor north of the Airpark, the Los Arcos area, and McCormick Ranch Center area are most suitable for mixed-use neighborhoods.*”** The highlighted language represents the proposed development, which is consistent with the land use designation.

The proposed development responds to certain Land Use goals as follows:

| GOAL # | LANGUAGE OF THE GOAL | RESPONSE |
|--------|---|---|
| 4. | Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community. | <i>The proposed development includes a mix of uses including residential, guest units, commercial space and offices. The proposed residential units would provide a somewhat different type than what is available in the immediate vicinity. Within the proposed building, there would be differing types of units that would support the needs of varying demographics and lifestyles. The units will be sold as uncompleted volumes. However, it is expected that there will be 7 3-bedroom, 16 2-bedroom and 17 2 ½-bedroom units when completed. These units will support empty nesters seeking to be near cultural and medical services and amenities, young professionals who work in local medical and business companies or who own local businesses, winter visitors seeking a central location with local amenities and others who seek an urban lifestyle while also desiring an ownership opportunity. The proposed development would support existing and planned uses in the vicinity and would support and enhance the vitality of the Downtown area.</i> |

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| 5. | Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions. | <i>This development would be serviced by existing and planned vehicular, pedestrian, bicycling and transit modes of circulation. The occupants would have easy access to these and could be much less dependent on vehicular means of travel than those in more outlying locations.</i> |
| 6. | Promote land use patterns that conserve resources, such as land, clean air, water, and energy, and serve all people, within the community. | <i>This development provides an efficient use of an oddly configured piece of land. By allowing for use of multiple modes of travel, it can help reduce added pollutants into the air. The configuration, well shaded facades and orientation of the proposed building encourages more efficient use of energy resources and of water resources.</i> |
| 9. | Provide a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods. | <i>This site and the proposed development serve as a transition from the more commercial and employment cores of the Downtown to the north and east to the more residential areas to the south and west. It provides mixed uses in a manner that does not intrude onto adjacent residential areas.</i> |
| | | |

Character and Design

The site is located within the “Downtown” Character Type and within the “Urban Streetscape” area within the Character and Design Element.

| GOAL # | LANGUAGE OF THE GOAL | RESPONSE |
|---------------|---|---|
| 1. | Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood. The Downtown is a highly functional mixed-use center, containing areas of different densities and architectural styles that emphasize regional and specialty retail, office, and residential/hotel uses. | <i>The proposed development would provide a high quality, uniquely designed addition to the southwest quadrant of the Downtown area. Revitalization in the general area has been patchy to-date and this site by being vacant has been a visual barrier separating Downtown areas to the south from vital and evolving Downtown areas to the north. This development would enhance the mixed-use character of the area.</i> |
| 4. | Encourage “streetscapes” for major roadways that promote the city’s visual quality and character, and blend | <i>The development of this site will include the rework of the Goldwater streetscape in a manner that more clearly identifies the intent and expectations sought for this</i> |

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| | into the character of the surrounding area. | <i>major street. Existing frontages to the north have not clearly established this character and are haphazard in appearance and quality. Development of this site would provide a visual anchor for this section of the Goldwater streetscape.</i> |
| 5. | Build upon the significant role the arts have played in shaping our community's image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale. | <i>The development will provide funds toward public art and the site development will provide opportunities to install and integrate public art, which heretofore is somewhat lacking in the general vicinity despite its history of cultural activities.</i> |
| 7. | Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city. | <i>Lighting on this development will be integrated into the structure, predominantly by using recessed ceiling fixtures in balconies and canopies. Lighting of this building will on one hand be subtle and understated yet also enhance the pedestrian accessibility of adjacent street frontages</i> |

Economic Vitality Element

| GOAL # | LANGUAGE OF THE GOAL | RESPONSE |
|---------------|---|---|
| 7. | Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts. | <i>Development of this long vacant site will add economic vitality to the Downtown by adding residents within walking distance of a wide range of retail and service uses, provide additional service and employment uses that would serve the local population and add energy to an area with some of the older building of the Downtown area.</i> |

Housing Element

| GOAL # | LANGUAGE OF THE GOAL | RESPONSE |
|---------------|--|--|
| 2. | Seek a variety of housing options that blend with the character of the surrounding community. | <i>The proposed development provides high quality residential uses that are in keeping with more recent residential areas in the vicinity and that would provide residents that would support local uses and services.</i> |

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| 4. | Encourage housing development that provides for “live, work, and play” relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents. | <i>The proposed development allows for residents to live and work on the same site as well as provide opportunities for guests to join them in an integrated and urban type of setting.</i> |
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Neighborhoods

| GOAL # | LANGUAGE OF THE GOAL | RESPONSE |
|--------|--|---|
| 5. | Promote and encourage context-appropriate new development in established areas of the community. | <i>The proposed development has an ‘open face’ to the surrounding area and does not turn its back visually. It also incorporates a step-down massing that reduces its apparent size. By having the building concentrated on the western third of the property, the proposed development will allow for substantial sky access to the north and northeast while still providing a modicum of buffering from the traffic on Goldwater Blvd.</i> |

Growth Areas

The site is located within a designated “Growth Area”.

| GOAL # | LANGUAGE OF THE GOAL | RESPONSE |
|--------|---|--|
| 1. | Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements. | <i>This development would be located where there is substantial existing infrastructure, including multi-modal transportation networks. It would help to sustain the growth of the Downtown area which to-date has not enjoyed as robust growth as some of the other quadrants have had. This development fulfills an intent for this site that has existed for over 25 years.</i> |
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Community Mobility

| GOAL # | LANGUAGE OF GOAL | RESPONSE |
|--------|---|--|
| 5. | Relieve traffic congestion. | <i>This development provides the opportunity to reduce congestion by placing residents close to a variety of uses and to many different transportation options. By incorporating mixed uses it can also generate less traffic of any sort.</i> |
| 8. | Emphasize live, work, and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems. | <i>This mixed-use development provides opportunities for its inhabitants to stay on-site, walk or bike to work and use regionally connected transit services. There will be a wide range of choices available for mobility.</i> |
| 11. | Provide opportunities for building “community” through neighborhood mobility. | <i>This development should help to activate a street frontage and sidewalk setting that is generally not used much. It likely will encourage more connection with the core of the Downtown area.</i> |
| | | |

Downtown Character Area Plan

The site is located in the southwest quadrant of the Downtown Area as depicted on the Downtown Character Area Plan. The site is 280 feet east of the boundary of the Downtown Area to the west and 370 feet north of the boundary of the Downtown Area along 70th Street to the south.

Vision

The proposed development is consistent with the following Values as included in the Vision statement for the Downtown Area:

- **A diverse collection of vibrant mixed-use urban neighborhoods.** – *The proposal includes mixed uses and is located in close proximity to retail, employment, cultural, residential and tourist accommodation uses.*
- **Contextually sensitive world-class planning, architecture and urban design.** – *The proposal includes a creative architectural solution that relates to an unusual parcel shape, a strategic location on a major street, and reflects elements found in the notable and nearby Valley Ho hotel.*
- **Fluid connectivity in and out of Downtown; as well as, within and between neighborhoods, focusing on walkability.** – *The site has substantial street frontage and the proposed development will enhance the sidewalks along the many frontages and provide for many connections from the proposed uses to this pedestrian system.*

Land Use

| GOAL # | LANGUAGE OF THE GOAL | RESPONSE |
|--------|--|---|
| LU 2. | Promote the development of Downtown as a collection of mixed-use urban neighborhoods. | <i>The proposed development is one of mixed-use, including residential, restaurant, office and guest units. The site is in proximity to residential, tourist accommodation, cultural, retail and service and office uses.</i> |
| LU 3. | Continue the use of development types to guide the physical and built form of Downtown Scottsdale. | <i>The site is within the Type 2 development type and the proposal has been prepared on this basis.</i> |
| LU 4. | Encourage Downtown land use flexibility. | <i>This proposal includes the mixed uses as noted previously and within the residential component includes varying types. This will complement nearby existing and planned uses.</i> |
| LU 6. | Promote diversity in Downtown housing options. | <i>As noted previously, the proposal includes varying types of residential units and also provides unit types not common in the local area.</i> |

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| LU 7. | Support a mix of land uses that promote a sustainable Downtown. | <i>The mix of uses as proposed are viable to this location and will complement the local mix of uses that exist or are expected nearby.</i> |
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In the recently updated Old Town Character Area Plan (2018), the subject site was identified as being within the “Downtown Multiple Use” area. As stated for this designation, the Downtown Multiple Use area is to *“encourage new development, redevelopment and infill that strengthens Old Town Scottsdale’s mix of activities through the development of mutually supportive land uses within Downtown Multiple Use areas. The majority of the properties within the Old Town Plan boundary are Downtown Multiple Use.”* The proposed development fits within this land use concept and is supportive of the intent of the plan.

Also, in the recently amended and updated Old Town Land Use Plan, the subject site has been identified as part of the new “Garden District” character district. This district *“includes mid-century apartments and condos as well as new multifamily housing. Restaurants and service-oriented businesses serve district residents and visitors.”* The proposed project is in line with this concept and description.

Character & Design

| GOAL # | LANGUAGE OF THE GOAL | RESPONSE |
|---------------|--|--|
| CD 1. | The design character of any area should be enhanced and strengthened by new development that promotes contextual compatibility. | <p><i>The design character of the proposed buildings will create a signature feature at a unique location along Goldwater Blvd. It also harkens to the character of nearby iconic buildings such as the Valley Ho hotel. In addition:</i></p> <ul style="list-style-type: none"> ▪ <i>The proposed building would provide a strong and quality addition to the “Mid-Century” modern character of such buildings as the nearby Valley Ho, as well as newer buildings and nearby apartments/condos (which had been upgraded to take on this character)</i> ▪ <i>The unique shape of the property will lead to an innovative building form that reflects the unique site and provide a counterpoint to the ‘blocky’ buildings common in the area (being triangular and with curved facades)</i> |

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| | | <ul style="list-style-type: none"> ▪ <i>The depth and shadowing of the building elevations will make the interior space more comfortable and allow for an indoor/outdoor lifestyle.</i> |
| CD 2. | Development should sensitively transition in scale, height, and intensity at the Downtown boundary and between adjoining urban neighborhoods of differing development types. | <i>The proposed building would primarily occupy a limited portion of the breadth of the site, allowing sky views across most of the site. The building will also serve as a transition from the more intense developments approved or proposed to the north and northeast of the site. It also steps down in mass and height as it faces areas to the south. The neighborhood to the south includes guest units, residential units and offices and the proposal includes the same uses in a form that better engages the streetscape.</i> |
| CD 3. | Downtown development should respect and respond to the unique climate and context of the Southwestern Sonoran Desert. | <i>As noted above, the building elevations have substantial depth and shadowing, which is one of the strategies used by nature to protect native desert plants. The ability to enjoy a strong indoor/outdoor lifestyle is an asset that has propelled residents in the area for decades.</i> |
| CD 4. | Strengthen pedestrian character and create strong pedestrian linkages. | <i>With an unusually large frontage on streets, the development of this site will improve and strengthen local access along these frontages. The uses on the site will have several opportunities to connect with the sidewalks along the fronting streets. The sidewalk along Goldwater will be widened. There will be 5 access points for occupants and neighbors to interact into and out from the development.</i> |
| CD 5. | Create coherent and consistent street spaces. | <i>The proposal will create a focal point along Goldwater Blvd. that will be flanked by corresponding areas of open space and landscaping to the northwest and east. It will help to establish the planned streetscape in an area of frontage that currently has little evidence of this concept. The ground level patios will create a visual and functional connection from the street into the building at the ground level.</i> |

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| CD 6. | Incorporate a regional landscape palette that complement's Downtown's urban character. | <i>The development shall follow the streetscape plant palette for Goldwater Blvd. and integrate that into the site. In areas of shadow and decked surfaces plants appropriate to such settings will also be incorporated.</i> |
| CD 7. | The extent and quality of lighting should be integrally designed as a part of the built environment. | <i>The lighting for this building will in large part be integrated into the structure in a manner that it becomes a part of the whole. Most of the lighting will be of an indirect nature, being placed as recessed lighting in overhang areas. Little free-standing lighting will be provided. Energy saving lighting fixtures will be incorporated.</i> |
| CD 8. | Implement high quality design in Downtown architecture. | <p><i>The proposed building design presents a high-quality character that includes:</i></p> <ul style="list-style-type: none"> ▪ <i>Strong horizontal patterns accented by focal vertical wings,</i> ▪ <i>Deep frontages that provide varied shading and extensive usable balcony space,</i> ▪ <i>Uniquely curved facades that respond to an unusual site configuration, and</i> ▪ <i>A building form that will be easily identified and allow substantial sky views for nearby properties.</i> ▪ <i>Art will be included in the design concept of the development.</i> ▪ <i>As described elsewhere, the proposal follows and incorporates the guidelines and concepts of sensitive and urban design adopted by the city.</i> |
| CD 9. | Development should incorporate sustainable building practices and products. | <p><i>The proposed development incorporates sustainable strategies such as:</i></p> <ul style="list-style-type: none"> ▪ <i>Placing the bulk of the parking under the structure, thereby reducing the heat gain associated with such surfaces when exposed to the sun.</i> ▪ <i>Using an open light well in the core of the main building that provides natural light to common pedestrian</i> |

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| | | <p><i>areas and allows airflow into the interior of the building mass.</i></p> <ul style="list-style-type: none"> ▪ <i>Deep shading of private open spaces and reduced direct exposure of glass surfaces to sunlight.</i> ▪ <i>The building materials will be chosen to reduce ongoing maintenance costs.</i> ▪ <i>The building will meet all the latest Building Code provisions for energy and water conservation.</i> |
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The nearest Pedestrian Corridor as designated in the Downtown Plan is at the intersection of Marshall and 2nd Street. This is about a block northeast of the site.

In the newly update Old Town Character Area Plan (2018), Map 5 -Old Town Public Spaces and Connectivity Master Plan does not indicate any such elements on the subject property. However, they area shown on the site to the north, across Goldwater Blvd.

Mobility

The site fronts onto Goldwater Blvd., which is a regional, couplet street that provides a major corridor of access through the Downtown Area. 70th Street on the west side of the site is a local collector that connects the Downtown Area with neighborhoods to the south and west. 4th Street and Marshall area local streets with limited lengths.

Marshall Way south of Goldwater Blvd. and adjacent to the subject site is designated as a “pedestrian supportive” connection on the Pedestrian Connectivity plan. North of Goldwater Blvd. it is shown as a “Pedestrian Place.” No specific measures have been established about what this would mean in terms of implementation.

The current pedestrian improvements along Marshall Way south of Goldwater Blvd. include 5-foot wide sidewalks on both sides of the street improvements. On the west side is a hotel use that includes two walkway links to the sidewalk. On the east side is a retail center with limited connections and a loading dock attached to a fairly large retail building. Pedestrian access along this street section is relatively limited at this time.

| GOAL # | LANGUAGE OF THE GOAL | RESPONSE |
|---------------|---|---|
| M 1. | Develop complete streets through public and private infrastructure investments and improvements. | <i>The reconfiguration of 4th Street will help to create a narrowed, low speed street environment that allows for comfortable shared uses and befit an urban location.</i> |

| | | |
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| M 2. | Create complete, comfortable, and attractive pedestrian circulation systems. | <i>There will be an extensive continuation of sidewalks available to this and neighboring sites. These will be connected into the building on all frontages. In many case pedestrian routes will be shaded and to some degree protected from the elements.</i> |
| | | |

Downtown Design Guidelines

Downtown Urban Design Goals

The proposed development will respond in a positive manner to the following goals of the Downtown Design Standards:

| GOAL # | LANGUAGE OF THE GOAL | RESPONSE |
|--------|--|---|
| 2. | Strengthen pedestrian character and create new pedestrian linkages. | <i>The adjacent street frontages will be rebuilt and enhanced per the applicable design standards for this area. New links will be established and pedestrian activity should be facilitated by the proposed uses.</i> |
| 3. | Create a compact Downtown with an intensified and diverse mix of activities. | <i>This proposal is in line with a compact, integrated and diverse form of development that has been emerged in the local Downtown area.</i> |
| 4. | Create a high level of expectation in the quality of Downtown architecture. | <i>The proposed building design would be a bold but appropriate concept that should help stimulate creative development solutions in the general area.</i> |
| 5. | Create coherent and consistent street spaces. | <i>The site is inherently unique and to a degree set aside yet it will serve as a bridge across Goldwater and will help anchor the designated streetscape concepts for Goldwater.</i> |
| 10. | Address the special opportunity of the couplet. | <i>This is one of the limited sites along the couplets that are on curved segments. These locations provide unique opportunities as have developments at Chaparral and Scottsdale and the 'Galleria' demonstrated. The building form and design character is a direct reflection of the unique conditions at this location.</i> |
| | | |

Development Area Type Goals

The proposed development also will be consistent with the following goals for Type 2 (Intermediate) Development Areas:

| LANGUAGE OF THE GOAL | RESPONSE |
|----------------------|----------|
|----------------------|----------|

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| Development of unified street spaces with consistent design principles for the building setback zone. | <i>The current frontage along the west/south side of Goldwater has little consistency. The proposal would create a pattern of open/building/open that would establish an identifiable character along this portion of the couplet. By opening to the frontage and embracing the streetscape, the proposed building would demonstrate both real and symbolic connection to this couplet that are currently rare.</i> |
| Consistent planting design principles to achieve visual structure on important arterial streets. | <i>The proposed development will upgrade the streetscape along Goldwater consistent with the established guidelines. Currently, the improvements installed many years ago are not in the best condition.</i> |
| Careful handling of architectural form to reduce the apparent size and bulk of larger buildings. | <i>The building incorporates a step-down on the southern frontage that reduces the apparent size from that vantage point. By being a triangular building with curved walls there will be relatively few locations where the building façade will be viewed ‘straight on’, thereby reduced its visual footprint. The horizontal connection to the eastern building further emphasize the horizontal visual line and draws the ‘eye’ away from the mass of the main building.</i> |
| | |

General Development Guidelines

The proposed development provides consistency with the following design guidelines for the Downtown Area:

| GUIDELINE # AND TITLE | LANGUAGE OF THE GUIDELINE | RESPONSE |
|------------------------------------|--|--|
| A2. Active Street Frontages | | |
| | Design active building frontages to create inviting indoor and outdoor spaces visible from the sidewalk and street. | <i>The proposed building includes three principle types of indoor/outdoor connections: a) At the ground level there will be a dining patio and patio spaces associated with offices. This will</i> |

| | | |
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| | | <p><i>achieve a direct visual and functional connection.</i></p> <p><i>b) For the four residential floors above there will be extensive and well-dimensioned balcony spaces that will encourage outdoor use by the residents.</i></p> <p><i>c) At the roof levels there will be roof 'gardens' that will encourage resident use and further the indoor/outdoor lifestyle this building will provide.</i></p> |
| | <p>In office and commercial zones, locate shops, restaurants and other activities which show signs of life along the ground level at the street. Avoid blank walls, parking and other "dead" activities from street frontages.</p> | <p><i>As noted previously, on two frontages there will be restaurant and office uses that will visually activate the street frontages. On the third frontage, which is a very short street, parking areas are screened and there are three pedestrian connections which will facilitate pedestrian activity.</i></p> |
| | <p>Provide frequent building entrances along public streets.</p> | <p><i>There will be at least four building entrances that connect to the street. There is no 'back' to this building since it fronts streets on all sides.</i></p> |
| <p>A3. Courtyards and Passages</p> | <p>All new developments are encouraged to incorporate courtyards and other outdoor pedestrian spaces into their site plans and to establish linkages with the outdoor spaces of neighboring buildings and sites.</p> | <p><i>The proposed development includes three gathering spaces:</i></p> <ul style="list-style-type: none"> ▪ <i>A central courtyard with a light well open to the sky that will provide a visual target for those entering the main building,</i> ▪ <i>A dining patio at the corner of 70th and Goldwater that will provide active pedestrian use at the most prominent location of the site, and</i> ▪ <i>A second level pool and gathering deck that will be visible as an activity area from street views from the north and south.</i> <p><i>The great number of balcony, patio and roof garden spaces at all levels of the building will animate the entire development as viewed from the streets.</i></p> |

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| | Location of courtyards. A courtyard may serve as the focus of site building, or may lead to other activities away from the street. | <i>The central courtyard will be a space that virtually all occupants will frequent and it will have three access routes out to adjacent streets. (see also drawings 17-20 – Floor Plans)</i> |
| | It is preferable that courtyards be partially visible from the street or linked to the street by a clear circulation element such as an open passage or covered arcade. | <i>Being sky-lit, the central courtyard will be visible from the entrances to the building and draw pedestrians into the space.</i> |
| | The edges of courtyard space should contain retail shops, restaurants, offices or other activities that show signs of life. Blank walls and dead spaces without pedestrian interest should be minimized. | <i>Virtually all facades of the building will have visual access to the exterior, providing opportunities for ‘eyes on the street’ and assuring that there will be few ‘dead spaces’ in and around the development.</i> |
| A4. Parking Facilities | | |
| | Minimize the visual impact of parking structures and parking lots by locating them at the rear or interior portions of building sites. | <p><i>The parking areas are separated into three component areas:</i></p> <ul style="list-style-type: none"> <i>a) Underground parking that will serve the residents and will not be visible from any street frontage, (see also drawing 16- Basement Plan)</i> <i>b) Under building parking in the main building that serves the restaurant and office uses and is screened by the building design from the 4th Street frontage, and</i> <i>c) A small surface parking area adjacent to the east building that will be screened and have minimal visual impact on any frontage.</i> |
| | When parking structures must be located at the street edge, use the ground level frontage for commercial space or as a landscaped patio setting. | <i>The one surface level parking area that is within the building is screened on two sides by the restaurant and office uses as well as common facilities while the third side will be screened by the building</i> |

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| | | <i>design. This parking will not be visually apparent from the street traffic.</i> |
| | Parking access from alleys and side streets is desired. The number of entrances to parking facilities from other streets, especially major arterials, should be kept to a minimum. | <i>There are no options but to access from a street on this site. The couplet street and the 70th Street collector roadway will not be accessed. The access will solely be from 4th Street which is a very short, local street that functions as a 'side' street.</i> |
| A4. – 1. Parking Structures | | |
| | Minimize the street frontage of the structure by placing its short dimension along the street edge. | <i>The amount of frontage of the surface level parking within the building is limited to a portion of one side and will be screened by architectural elements integrated into the building design.</i> |
| | Develop activities such as shops, offices or other commercial space along the ground level of street frontage. | <i>A restaurant and offices will be placed on the two major street frontages.</i> |
| | When this is not possible, provide a planted patio space between the structure and the street. | <i>Given the curved shape of the building there will be several opportunities to provide landscaping at the base of the building. In addition, the patio areas provided will be an opportunity to add container landscaping.</i> |
| A4. – 2. Surface Parking Lots | | |
| | The Downtown zoning ordinance requires a minimum 4-foot deep landscaped buffer between a parking lot and street frontage. | <i>Substantially more than 4 feet of landscaped buffer will be provided wherever a parking area is proximate to a street.</i> |
| A5. Building Equipment and Services | | |
| | Locate service and loading zones to minimize visibility from public streets. | <i>Given that this site is virtually surrounded by streets, these functions will be placed on a narrow frontage in the least visually prominent location on</i> |

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| | | <i>the cul-de-sac and will be screened to the extent possible.</i> |
| | Mechanical and electrical equipment, solar collectors, satellite dishes and communications equipment should be concealed from view of public streets and neighboring properties. | <i>All such supportive equipment and devices will either be contained within the building or screened from off-site views.</i> |
| A8. The Continuity of Street Spaces | | |
| | Buildings should create consistent street setback patterns by locating a maximum amount of their front elevation on the setback line. | <i>To the north of the site there is a fairly large open space island owned and maintained by the city. To the east there is a traditional-style retail center. This location does not have the opportunity to relate directly to other street-oriented building faces on the same side of Goldwater because there is an open space median to the north and the site to the east was not built using Downtown ordinance standards and guidelines. It will more likely mirror what has been approved or will be developed across the street. The extended canopy line along the frontage will in effect will help engage the street and begin to create this effect along this stretch of frontage.</i> |
| | The preferred building-street relationship is to place buildings parallel to the street. | <i>Given the complex of somewhat unrelated curves on the many streets fronting the site, the solution has been to simply them into a three-sided building mass with curves that reflect but don't mimic these curved alignments.</i> |
| | Corner buildings should make a strong tie to the building lines of each street. | |
| A9. The Building Setback Zone | | |

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| | The building setback zone should be developed as a “patio” landscape designed primarily for pedestrian activity and enjoyment. | <i>The setback zone along Goldwater and 70th include patio spaces that create a pedestrian oriented setting.</i> |
| | On major Downtown arterial streets (Camelback, Scottsdale, and Indian School Roads and the Couplet), locate the sidewalk away from the street and provide a buffer of trees, shrubs and street furniture to give pedestrians a sense of protection from moving automobiles. | <i>To the extent possible, in the enhancement of the streetscape along Goldwater will include providing buffer between the sidewalk and the street.</i> |
| | The following characteristics are desirable - | |
| | - More paved than unpaved area | <i>Given the sidewalks and patios, the frontages along the building will be significantly paved environments. The exception will be at the east end where there is no building adjacent to the street – this functions as a transition to the streetscape character east of Marshall Way.</i> |
| | - Paving continuous from curb to building except for planters, planter beds, trees and fountains | <i>All setback areas will be fully treated with either structural components or landscaping, as appropriate for a downtown setting.</i> |
| | - Site furnishings scaled to human size | <i>The restaurant dining patio and office patios will have places for seating and pedestrian activity.</i> |
| A10. The Linkage of Neighboring Developments | Establish pedestrian, vehicular, parking and trolley connections between adjacent developments. | <i>With exception of the hotel southeast of the site, there are no adjacent properties. The only access allowed by the city is on 4th Street, which is a short cul-de-sac serving 3 properties.</i> |
| | Vehicular connection between adjacent properties may be established by: <ul style="list-style-type: none"> ▪ Connecting streets and drives | <i>The subject site is separated from the adjacent hotel site by a security fence and there is about a 1 ½ to 2-foot grade break between properties. The hotel site has virtually no on-site pedestrian paths and all pedestrian access is oriented</i> |

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| | <ul style="list-style-type: none"> ▪ Coordination of parking structure and parking lot entrances ▪ Common service/delivery areas ▪ Shared parking structures and parking lots ▪ Linkages between parking lots and parking structures | <p><i>toward Marshall and 6th Street, away from the subject site. There is reasonable way to connect the two sites.</i></p> |
| | <p>Site planning and site facilities to accommodate an expanded Downtown trolley system should be provided for by:</p> <ul style="list-style-type: none"> ▪ Location of a trolley stop on or at the edge of the site ▪ Where feasible, provisions of a trolley path through the site, linking adjacent sites ▪ Shared trolley stop with neighboring sites when such an arrangement is possible ▪ A combined pedestrian and trolley path where appropriate | <p><i>The Downtown trolley route is two blocks to the north along 2nd Street. The future signal at 2nd Street and Goldwater will facilitate this connection. The Neighborhood trolley route has stops at Marshall and Goldwater and at 6th Street and 70th Street. This gives occupants two options to access this route. A controlled pedestrian access facility at this intersection would facilitate access at this stop. The nearest Metro route is one block to the east and can be accessed using Goldwater Blvd.</i></p> |
| | <p>Clear pedestrian and visual paths between neighboring buildings and sites should be established with:</p> <ul style="list-style-type: none"> ▪ Covered walkways, a sequence of courtyards and patios, a unifying landscape pattern and consistent paving patterns ▪ Minimal interruption of pedestrian paths by automobile circulation, parking lots and service areas | <p><i>The on-site pedestrian paths skirt parking areas or have minimal interrelationship with them. Most of the ground level on-site paths are covered and shaded.</i></p> |

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| B1. Reduction of Apparent Size and Bulk | | |
| | Horizontal Composition: Three-part organization of building form (Base / Mid-section / Top) | |
| | <ul style="list-style-type: none"> - The Building Base – should be a shaded element that establishes a strong connection to the ground and site. | <i>The ground floor portion of the building includes non-residential uses and common components. These are tied together by a continuous, wrap-around canopy that unifies the base while also separating the base from the upper floors. This base is frequently perforated by access and even see-through areas.</i> |
| | <ul style="list-style-type: none"> - The Building Mid-section – is to be treated as the body of the building as a solid with deep-recessed windows or groupings of recessed windows. | <i>The middle four floors of the building are predominantly residential uses. These are tied together by horizontal canopies and deep balconies. Vertical ‘fins’ add relief from this horizontality and provide focal elements.</i> |
| | <ul style="list-style-type: none"> - The Building Top – Should differentiate its top story by developing a lighter character by reducing floor area and building mass, appearing less bulky. | <i>The building top includes extensive garden areas with deeply recessed building components. This ‘lightens’ the top of the building and effectively ‘rounding off’ the top edge.</i> |
| B1. – 2. Composition of Recesses and Projections | | |
| | Recesses and projections are encouraged to divide horizontal planes of the building into smaller-scale elements and to produce strong areas of shade and shadow. | <i>The building design includes deep recesses that are contrasted with horizontal canopy lines. There are very few ‘blank’ walls as such and the design provides a great deal of visual depth and variety.</i> |
| | Recessed balconies, porches and loggias create a sense of depth in the building wall, contrasting surfaces exposed to the sun with those in shadow. | <i>There will be extensive interplay of shadows and sunlit surfaces not only by the recessed balcony and patios contrasted by the canopies but also by the uniquely curved form of the building.</i> |

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| | Projections may be used to emphasize important architectural elements such as entrances, bays, stair towers, balconies and verandas. | <i>Strategically placed vertical elements provide relief from the strong horizontality of the design and will also help to orient the identity of each side.</i> |
| B1. – 3. Special Provisions for Higher Buildings | | |
| | Buildings over 3 stories high, especially those built at or near the 72-foot maximum, should reduce visual impact of taller elements as viewed from the street. | <i>The step back of the roof garden elements, the step down along most of the 4th Street side, the curved lines of the façade and the depth of the balcony areas all help to reduce the visual impact of the building components that rise to 70 feet.</i> |
| B2. Covered Walkways | | |
| | New buildings throughout the Downtown are encouraged to provide a covered walkway or other form of shaded base long their street frontages. | <i>The canopy around the ground floor level creates a shaded base for the building and reduces glare and heat for adjacent pedestrian areas.</i> |
| C1. Proportion and Scale | | |
| | Development proposals should demonstrate evidence they have studied the predominant scale and proportions of buildings in the district and street where they are to be located. Elevation sketches, photographic montages and other graphic studies are encouraged. | <i>The subject site is virtually an island separated from adjacent buildings and sites. There is a major open area to the north along Goldwater and beyond that the buildings are either pre-Downtown Plan or in the Type 1 area, yet a substantial distance away. The buildings to the east along Goldwater are of a suburban character. This building will help provide a ‘gateway’ of Type 2 development that likely will spread to the south. In fact, an existing and new development of this character exist along 6th Street and more are likely. The building includes proportion and scale through:</i> |

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| | | <ul style="list-style-type: none"> ▪ <i>The use of a street-level mass for the first two floors that has pedestrian and visual access to the streets;</i> ▪ <i>A middle area that gives the building depth and massing presence, and</i> ▪ <i>Upper floors that have a lighter visual scale and edge back, drawing the eye up and over the building mass.</i> ▪ <i>Limited, but visually significant vertical building elements at the southwest and east corners of the main building and at the west end of the east building create visual breaks from the dominant horizontality of the building design and provide visual orientation of the facades.</i> |
| C2. Building Materials | | |
| | Restraint should be used in the number of different building materials selected. Simplicity of palette is desired. | <i>A soft palette of grays and golds are proposed. These reflect the Southwest region as well as the namesake of Goldwater.</i> |
| | Wall detailing should recess glass surfaces in shadow as deeply as possible within the limits of the selected construction system. | <i>For the most part, glazed surfaces are deeply recessed and typically in areas of shadow.</i> |
| | Selection of building materials should give careful consideration to climatic factors, especially the impact of harsh summer sun on western and southern elevations. | <i>The building materials will be durable, low maintenance and appropriate to the regional climate.</i> |
| C3. Color and Texture | | |
| | Building colors should emphasize light and muted colors, with light earth tones dominant. | <i>The materials and color palette includes relatively light and soft earth tones.</i> |

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| D1. Streetscapes | | |
| | Dominant plants: Chilean mesquite, microtheca eucalyptus, Date palm | <i>The designated streetscape theme plant materials for the Goldwater streetscape will be incorporated into the development design. Palm trees will be used in a regular spacing on all street frontages to give counter-balance to the strong horizontal character of the building. Trees at the east end of the site along with a meandering wall will repeat the character of the large open space north of the subject site along Goldwater Blvd. The dining patio area will include a tiled paving system that will be detailed in the DRB submittal at a later time.</i> |
| D2. Site Spaces | | |
| | Landscaping for individual sites should provide shade, opportunities for rest, adequate lighting and relief from traffic noise | <i>The landscaping for the proposed development will create visual rhythm along street frontages, provide shade in the open areas at the east end of the site, and soften the ground plain around the building.</i> |
| | Design for outdoor spaces should address special site conditions such as solar orientation and relationship to the street, neighboring building and neighboring off-site spaces. | <i>In the shaded areas of the landscaping appropriate plant selections will be made. The landscaping at the east end of the site will serve as an extension of the existing landscaping on the adjacent hotel site as well as continue the landscape character of the landscape island northwest of the subject site.</i> |
| | Landscape elements should relate closely to the character, materials and function of site architecture. | <i>The use of tile paving for the restaurant patio, groundcovers and trees and other such materials will carry on the blending of Mid-Century Modern and Southwest desert themes that the building character evokes.</i> |
| E. The Couplet | | |
| | #3. Building Orientation – Buildings on the Couplet should orient their primary elevations toward the Couplet frontage. | <i>The Couplet (Goldwater) frontage of the proposed development is the most active by use and by design. All service functions are oriented to other sides and</i> |

| | | |
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| | Avoid blank walls, service areas and other elements that reduce the importance of the Couplet frontage. | <i>frontages. However, it should be noted that by virtue of the shape of this site there really will be no back or 'blank' side.</i> |
| | #4. Parking Location – Avoid locating parking areas along the Couplet frontage. | <i>Except in a shaded and screened area next to the east building, there will be no visibility of parking areas from the Couplet (Goldwater Blvd.).</i> |
| | | |
| | | |

Attachment A

DOWNTOWN MIXED-USE TYPE 2 / PLANNED BLOCK DEVELOPMENT / INFILL INCENTIVE (D/DMU-2 PBD / II)

(NOTE: THE FOLLOWING DEVELOPMENT STANDARDS ARE INTENDED FOR AND APPLICABLE ONLY TO THE PROPERTY CONTAINED WITHIN CASES 4-ZN-2018 & 2-II-2018 REFERRED TO AS “THE GOLDWATER”, LOCATED AT THE SOUTHEAST CORNER OF 70TH STREET AND GOLDWATER BLVD.)

DEVELOPMENT PLAN DEVELOPMENT STANDARDS.

B. BUILDING HEIGHT, GROSS FLOOR AREA RATIO AND DENSITY MAXIMUMS

| Table A.1 Building Height, Gross Floor Area Ratio (GFAR), Density Maximums (see also drawing 02 – Data Sheet) | | | |
|--|--|--------------|--|
| SUB-DISTRICT AND DEVELOPMENT TYPE | BUILDING HEIGHT MAXIMUM ⁽¹⁾ | GFAR MAXIMUM | DENSITY MAXIMUM PER ACRE OF GROSS LOT AREA |
| DOWNTOWN MULTIPLE USE – TYPE 2 | 72 FEET | 1.4 | 50 DWELLING UNITS 75 GUEST UNITS |
| NOTE: 1. EXCLUDES ROOFTOP APPURTENANCES SUBJECT TO A MAXIMUM HEIGHT FOR ROOFTOP APPURTENANCES OF 6 FEET, A MAXIMUM COVERAGE OF ROOFTOP APPURTENANCES OF 20% OF THE ROOFTOP AREA AND A MINIMUM SETBACK TO ROOFTOP APPURTENANCES OF 15 FEET. | | | |

B. SETBACKS FROM PUBLIC STREETS, EXCEPT ALLEYS.

1. THE MINIMUM SETBACK FROM PUBLIC STREETS (EXCEPT ALLEYS) IS SHOWN IN TABLE A.1. THE SETBACK IS MEASURED FROM THE BACK OF CURB.

| TABLE B.1. MINIMUM AND AVERAGE SETBACK FOR BUILDINGS ADJACENT TO PUBLIC STREETS, EXCEPT ALLEYS | |
|--|--------------------------|
| STREET | MINIMUM BUILDING SETBACK |
| GOLDWATER BLVD. | 20 FEET |
| 70 TH STREET | 19 FEET |
| 4 TH STREET | 20 FEET |

| | AVERAGE BUILDING SETBACK |
|-------------------------|-----------------------------|
| GOLDWATER BLVD. | 32 FEET OR MORE |
| 70 TH STREET | 26 FEET OR MORE |
| 4 TH STREET | 25 FEET OR MORE |

2. THE ADJUSTMENT OF FRONT YARD REQUIREMENTS IN ARTICLE VII. DOES NOT APPLY.

3. THE MINIMUM PARKING AREA SETBACK SHALL BE 10 FEET FROM THE PROPERTY LINE.

C. BUILDING LOCATION.

1. A BUILDING ADJACENT TO A PUBLIC STREET (EXCEPT ALLEYS) SHALL BE LOCATED AS FOLLOWS:

A. AT LEAST 25 PERCENT OF THE:

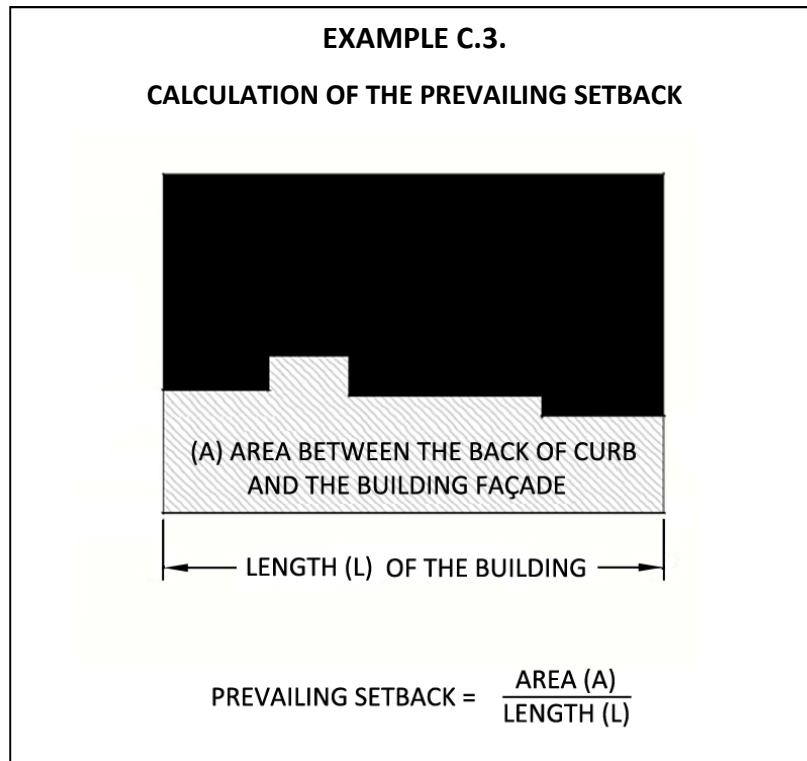
I. LENGTH OF THE BUILDING FAÇADE SHALL BE LOCATED WITHIN 8 FEET OF AT THE MINIMUM SETBACK;

II. LENGTH OF A BUILDING FAÇADE AT GRADE AND UP TO A HEIGHT OF 56 FEET SHALL BE SET BACK AT LEAST 10 ADDITIONAL FEET; AND

III. AREA OF THE BUILDING FAÇADE AT GRADE AND UP TO A HEIGHT OF 30 FEET SHALL BE LOCATED WITHIN 8 FEET OF THE MINIMUM SETBACK.

| TABLE C.2. PREVAILING SETBACKS FOR BUILDINGS ADJACENT TO A PUBLIC STREET (EXCEPT ALLEYS) | |
|---|---------------------------|
| STREET | PREVAILING SETBACK |
| ALL PUBLIC STREET AND PUBLIC STREET SEGMENTS | BETWEEN 25 AND 35 FEET |

3. THE PREVAILING SETBACK IS EQUAL TO THE AREA BETWEEN THE BACK OF CURB AND THE BUILDING FACADE, DIVIDED BY THE LENGTH OF THE BUILDING, AS SHOWN IN EXAMPLE B.3.



C. *STEPBACKS.*

1. ABOVE A BUILDING HEIGHT OF 56 FEET THE BUILDING SHALL BE SETBACK AN ADDITIONAL 8 FEET OR MORE FROM THE BUILDING FACE BELOW 56 FEET AND ABOVE A BUILDING HEIGHT OF 68 FEET THE BUILDING SHALL BE SETBACK AN ADDITIONAL 22 FEET OR MORE FROM THE BUILDING FACE BELOW 56 FEET.
2. THE MAXIMUM RATIO OF BUILDING AREA TO NET LOT AREA SHALL BE:
 - I. .36 FOR BUILDING FLOORS BETWEEN GROUND LEVEL AND 34 FEET;
 - II. .32 FOR BUILDING FLOORS BETWEEN 34 AND 57 FEET;
 - III. .25 FOR BUILDING FLOORS BETWEEN 57 AND 68 FEET; AND
 - IV. .10 FOR BUILDING FLOORS ABOVE 68 FEET.

D. *EXCEPTIONS TO SETBACK, PREVAILING SETBACK AND STEPBACk STANDARDS.*

1. EXCEPT AS PROVIDED IN SUBSECTION D.9. BELOW, CERTAIN EXCEPTIONS TO SETBACK AND STEPBACk STANDARDS ARE ALLOWED IF THE DEVELOPMENT REVIEW BOARD FINDS THE EXCEPTIONS CONFORM TO:
 - A. THE DOWNTOWN PLAN AND DOWNTOWN PLAN URBAN DESIGN & ARCHITECTURAL GUIDELINES; AND
 - B. THE SIGHT DISTANCE REQUIREMENTS OF THE DESIGN STANDARDS AND POLICY MANUAL.

2. SUBJECT TO DESIGN APPROVAL BY THE DEVELOPMENT REVIEW BOARD, THE FOLLOWING EXCEPTIONS TO SETBACK AND STEPBACK STANDARDS ARE ALLOWED:
 - a. A MAXIMUM OF SIX FEET FOR CORNICES, EAVES, PARAPETS AND FIREPLACES.
 - b. A MAXIMUM OF THIRTY FEET FOR CANOPIES AND OTHER COVERS OVER SIDEWALKS, BALCONIES AND TERRACES.
 - c. BALCONY WALLS AND RAILINGS WITH A MAXIMUM INSIDE HEIGHT OF 45 INCHES.
 - d. UNCOVERED BALCONIES, UNCOVERED TERRACES AND PATIOS AT AND BELOW GRADE.
 - e. COVERED SIDEWALKS AND UNCOVERED TERRACES DIRECTLY ABOVE A SIDEWALK.
3. SUBJECT TO DESIGN APPROVAL BY THE DEVELOPMENT REVIEW BOARD, IN A TYPE 2 AREA, A MAXIMUM 15 FEET EXCEPTION TO STEPBACK AND SETBACK STANDARDS ABOVE THE FIRST FLOOR (NOT SPECIFIED IN D.2. ABOVE), IS ALLOWED FOR PROJECTIONS THAT:
 - a. ARE LESS THAN 50 PERCENT OF THE LENGTH OF THE SEGMENT OF THE BUILDING FACADE WHERE THE PROJECTIONS OCCUR; AND
 - b. ARE LESS THAN 33 PERCENT OF THE SURFACE AREA OF THE SEGMENT OF THE BUILDING FAÇADE WHERE THE PROJECTIONS OCCUR.
4. SUBJECT TO DESIGN APPROVAL BY THE DEVELOPMENT REVIEW BOARD, AN EXCEPTION TO THE STEPBACK STANDARD IS ALLOWED FOR STAIRWELLS AND ELEVATOR SHAFTS.
5. EXCEPTIONS TO SETBACK OR STEPBACK STANDARDS ARE NOT ALLOWED TO CROSS A PROPERTY LINE; HOWEVER, EXCEPTIONS THAT ENCROACH INTO THE PUBLIC STREET MAY BE ALLOWED, SUBJECT TO THE SCOTTSDALE REVISED CODE.

Attachment B

Fine Art & Creative Environments, LLC

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Proposal for Goldwater Project- Public Art- Concept 5/1/2018 N.W corner of 70th Street and N. Goldwater Blvd, Scottsdale, AZ

As part of The Goldwater Mixed- Use Luxury Residential Community, we are proposing public art that would be integrated into the pocket park on the N.W. corner of 70th Street and N. Goldwater Blvd, adjacent to the new construction site. There is currently public art in the park that includes a custom block wall with decorative steel gabions, as well as decorative tree barriers along the street lined sidewalks. Our goal is to integrate into the existing landscape/art with a monumental interactive sculpture and a steel curb that further defines the landscape of the park, while introducing contemporary design and lighting elements.

Sculpture:

The sculpture will be 17 ft. tall made of rusted steel, ceramic and glass tile with integrated solar lighting. It will stand on a Reuleaux triangle shaped concrete pad that will act as a small stage. It will set back off the corner approximately 20 feet in a gravel area of the park. The concrete will be acid stained or have integral color. The sculpture's shape and steel structure will reference the existing art, but also stand alone as a contemporary sculpture that also relates to the spine wall elements and overall shape found in the architecture of The Goldwater. This new sculpture and stage will face into the park where landscaping and hardscaping will be designed to allow for small musical or spoken word events and become a gathering place for neighbors.

The shape is an elongated Reuleaux triangle that widens as it goes up with the tallest corner at 14 feet tall. The front sides face Goldwater Blvd/70th Street are each 5 ft. wide at the base and flare out to approximately 7' at the top incorporating a radiused curve along each side. The back side will be 7 ft across at the bottom and nearly 10' wide at the top. The back side of the sculpture faces the park and will be open to 7 ft high. It will create a triangular "room" with a slanted ceiling that will be an open grid, allowing light and rain in, while also supporting a solar panel for the energy needed to light the sculpture.

The walls will be made of pierced cut steel and panels of mosaiced hand-made tiles. The steel will be pierce cut with organic shapes that will create interesting shadows that radiate out to the ground and onto the concrete base. It will provide photo opportunities and interest for the people that walk in this park.

The tile will add color and drama. It is intended to have the *neighborhood involvement* under the direction of the artist, to help make the tile. This will give them a connection to the art project in their community. The glazing will be done by the artist to control the overall color. The proposed colors for this project is green, blue and yellow.

There will be lighting integrated into the sculpture incorporating a band of LED lighting around the top edge as well as downward spot lights illuminating it from within, casting interesting shadows at night as well as in the morning light. The spine wall signage/lighting elements helps identify the area, becoming a landmark to note the south end of the Scottsdale Arts District.

Steel Curbing/Lighting: (see Page 2)

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Steel Curbing/Lighting:

Integrated into the landscape we propose to add an 18-24” tall decorative fence made of steel mesh, approximately 175 feet long that lines the border between the river rock and gravel, roughly paralleling the block wall. The top edge of this low wall will have led lighting that will both give ambience and safety to the park as well as create a dynamic line that leads southbound travelers to our sculpture and The Goldwater. This addition will give the park a new contemporary crispness by defining the river rock, bringing lighting into the vegetation, yet relating to the existing elements of rusted steel. We would like to tie into city electricity for this element, noting that there had been lighting for the existing art wall.

Notes: This is a proposed concept and may vary with actual budget and cost estimates. If approved at this stage, upon implementation of a design with intent to build agreement, we will get actual cost estimates, drawings, renderings and samples necessary for presentation and fabrication.

Concept images:

